

ATTACHMENT TO FSC-75-B

April 16, 1997

To Retail Managers and Retail Representatives

Subject: Work Request Function

All of the KAMs/AMs are receiving training in the use of the Work Request Function as follows:

<u>Training Dates</u>	<u>Regions</u>
March 24-27	Atlanta, Cincinnati
April 14-18	Chicago, Minneapolis, Detroit
April 21-24	Buffalo, Winston-Salem, Florida, N. California, Seattle
April 28 - May 1	Houston, Denver, Boston, New York, Richmond
May 5-8	Philadelphia, Pittsburgh, Dallas, S. California, St. Louis

KAMs/AMs will begin submitting live/actionable work requests for Retail Representative execution the week following their respective training. The addition of KAMs/AMs to the Electronic Work Request Function will assist in streamlining field communication and allow for more thorough, timely retail execution. KAM/AM work requests will cover:

- All work plan and monthly promotional information
- Miscellaneous work requests; i.e., chain PDI placements (clocks, ashtrays, etc.)

Listed below are types of hard copy information that will continue to be mailed to Retail Managers/Retail Representatives:

- Plan-o-grams
- Detailed store set direction
- Informational letters
 - Chain supervisors contacts
 - Noncompliance process/procedures
 - Pricing information

All other information that can be communicated in a WHO, WHAT, WHERE and WHEN format will be communicated via Electronic Work Request.

With the addition of KAMs/AMs to the Work Request Function, the number of work requests Retail Reps receive will increase dramatically. Therefore, it is critical for RMs/RRs to communicate to their ROM any problems, concerns or opportunities that may arise in order to maximize the use of this function. Some issues to be aware of:

- Systems stability -- Is the Poqet handling additional requests effectively? Is system being overloaded, causing computer downtime?
- Is amount of U.S. Mail received by RMs/RRs reduced?
- Is KAM/AM work request a more effective, efficient means to communicate execution details?
- Does KAM/AM use of the work request function allow for effective RR planning?

All feedback on these or any other work request issues should be provided to your ROM. The ROM's can then forward these issues to John Boehm (ext. 2040) or Evan Toulon (ext. 6316).

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